

# Los Angeles County Department of Parks and Recreation



# Imagine... if you could

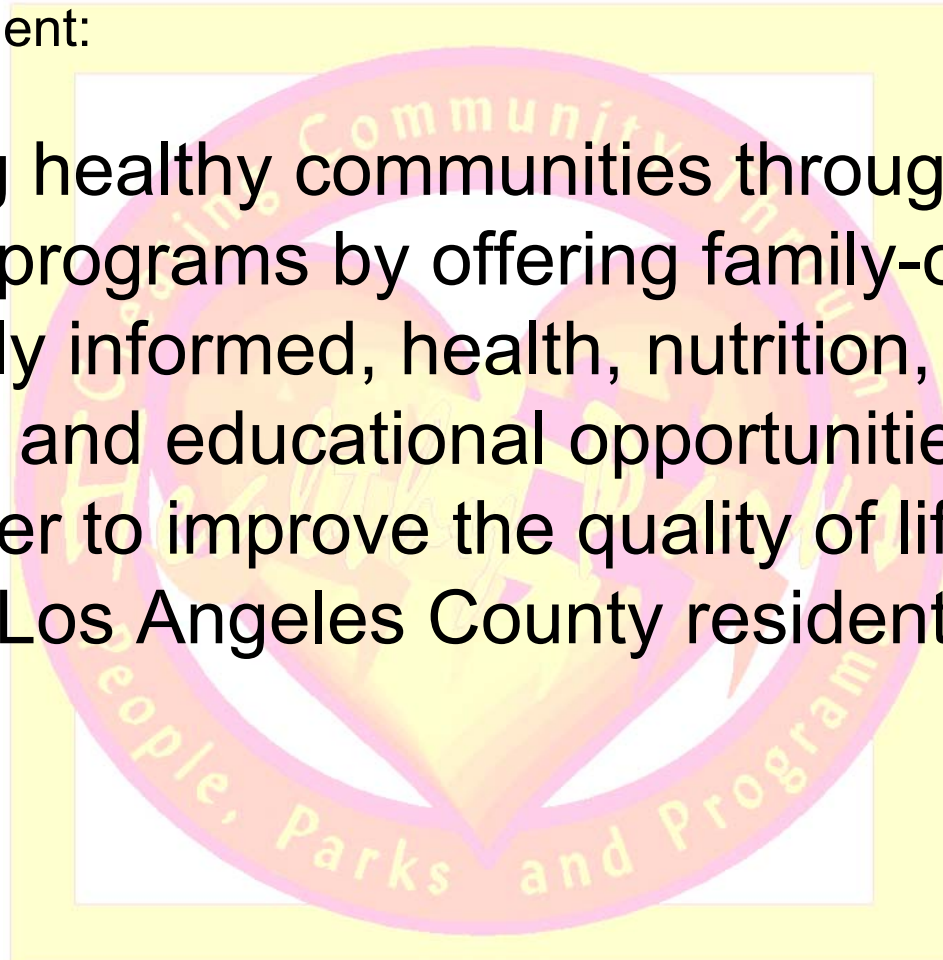
- count on community based health and nutrition programs for seniors and other adults, adolescents, children and infants or...
- feel supported and connected, when times are rough, through peer-support groups facilitated by trained community members and volunteers or...
- speak to someone about health information who understands your unique culture and will provide resources for you in the language you are most comfortable with or...
- develop community organizing efforts that bring together groups of people that work to mobilize resources and influence change.

**All at your local County Park!**

# What is Healthy Parks?

Mission Statement:

Creating healthy communities through people, parks and programs by offering family-oriented and culturally informed, health, nutrition, exercise programs, and educational opportunities that work together to improve the quality of life for all Los Angeles County residents



# Healthy Parks

Through the Healthy Parks Program, parks become community focal points where people can participate in activities, support groups, educational workshops, health screenings and other activities to meet your own personal health goals:

- Increase in Physical Activity
- Weight Loss
- Stress Reduction
- Improve “Quality of Life”
- Get assistance filling out forms to save money on medicines and other health products for Seniors
- Have a computer wiz look-up health resources and information for you on the internet
- Get out more and meet your neighbors
- Cook a great “guiltless” meal with a new group of friends
- Help community to advocate on their own behalf
- Learn how to help your family live a more healthy life...

**All at your local County Park**

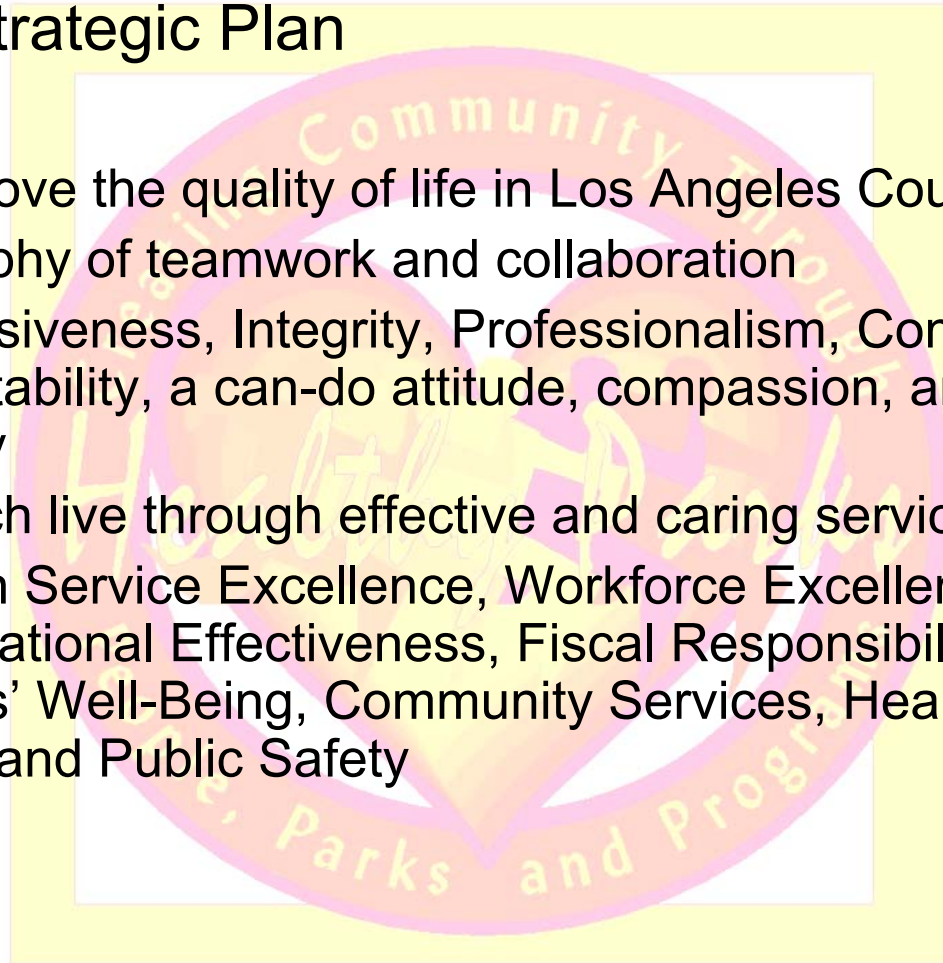
# Healthy Parks

- ✓ **California Park and Recreation Society Vision Plan**  
Launched in 1998 (first professional organization to develop a strategic plan for its future)
- ✓ **Vision - Creating Community through People, Parks, and Programs**
- ✓ **The connection - To improve conditions for children and families as:**  
Community partner, community resource, advisory councils, leadership for community-wide projects and events, working relationships with schools, churches, etc.
- ✓ **Develop strong personal relationships with the community, building bridges that connect resources in the community**
- ✓ **We have always been the community connection, and now under the Healthy Parks umbrella, “creating community” is what we are about...**

# The Connection

- County Strategic Plan

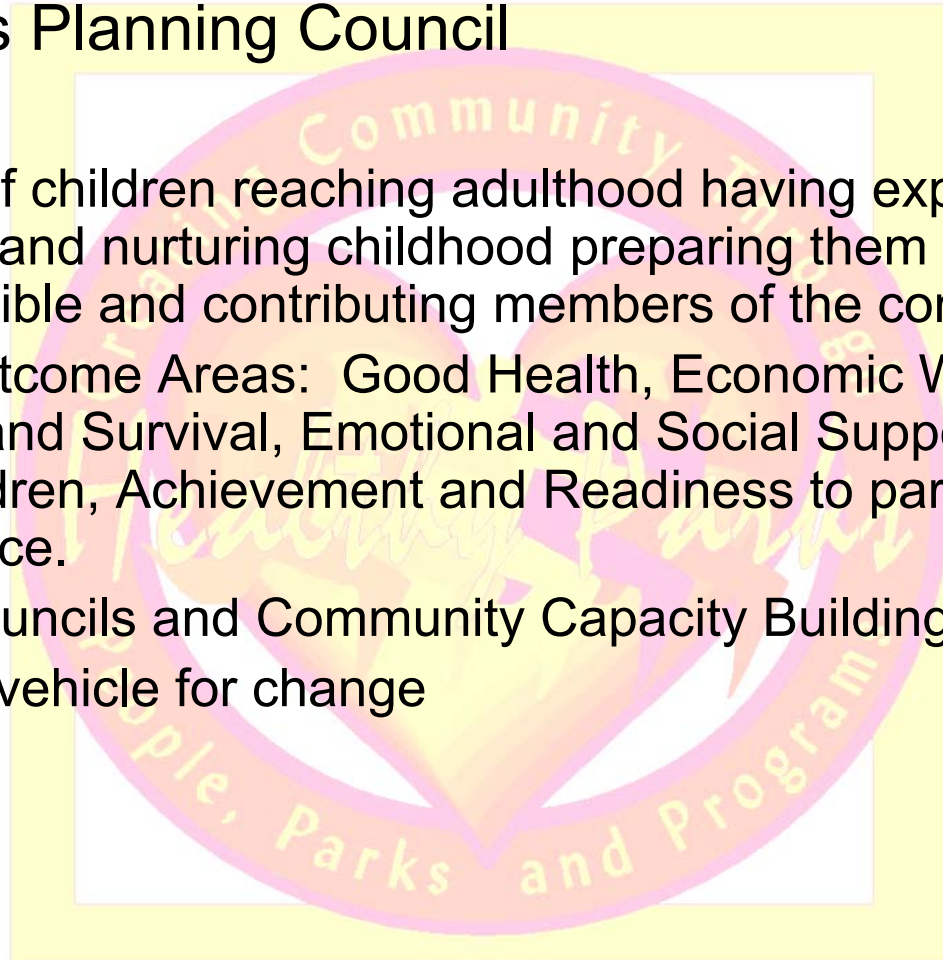
- To improve the quality of life in Los Angeles County
- Philosophy of teamwork and collaboration
- Responsiveness, Integrity, Professionalism, Commitment, Accountability, a can-do attitude, compassion, and Respect for diversity
- To enrich live through effective and caring service
- Through Service Excellence, Workforce Excellence, Organizational Effectiveness, Fiscal Responsibility, Children and Families' Well-Being, Community Services, Health and Mental Health, and Public Safety





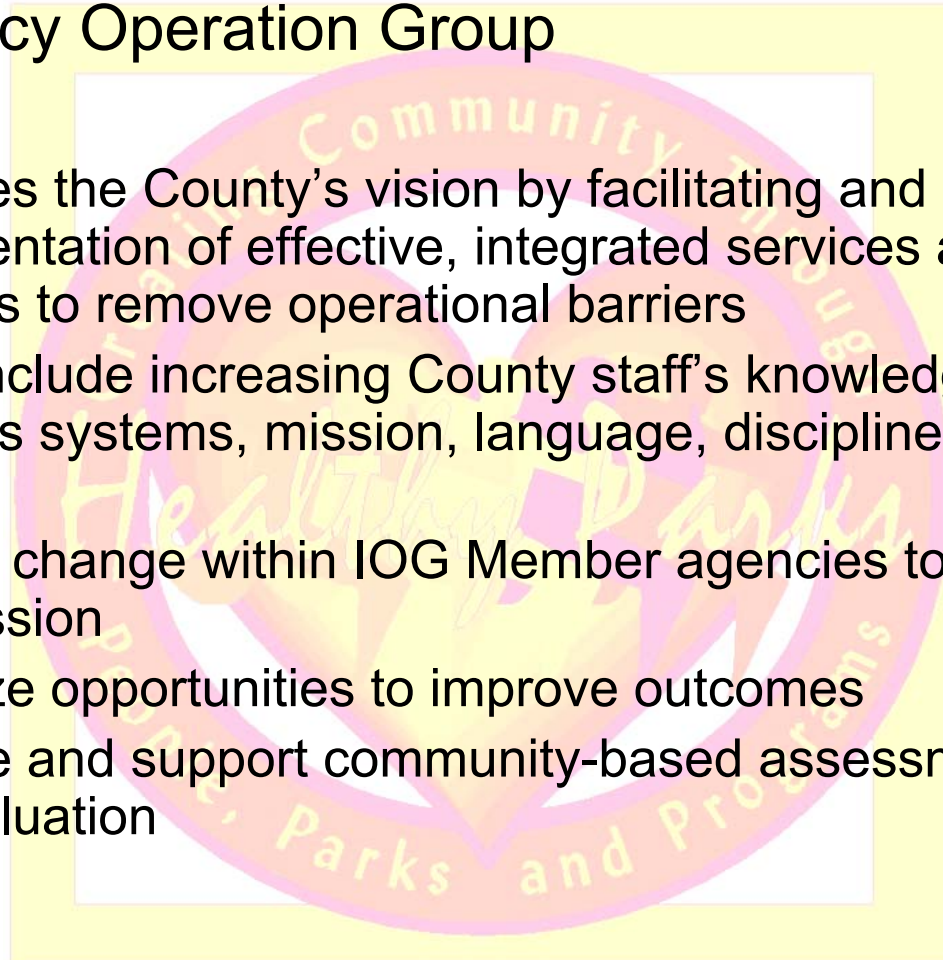
# The Connection

- Children's Planning Council
  - Vision of children reaching adulthood having experienced a safe, healthy and nurturing childhood preparing them to become responsible and contributing members of the community
  - Five Outcome Areas: Good Health, Economic Well-Being, Safety and Survival, Emotional and Social Support/Adult Support for Children, Achievement and Readiness to participate in the Workforce.
  - SPA Councils and Community Capacity Building
  - Be that vehicle for change



# The Connection

- Interagency Operation Group
  - Promotes the County's vision by facilitating and accelerating the implementation of effective, integrated services and generating solutions to remove operational barriers
  - Goals include increasing County staff's knowledge of other agencies systems, mission, language, disciplines and funding streams
  - Support change within IOG Member agencies to achieve the IOG Mission
  - Maximize opportunities to improve outcomes
  - Promote and support community-based assessment, planning and evaluation





# The Connection

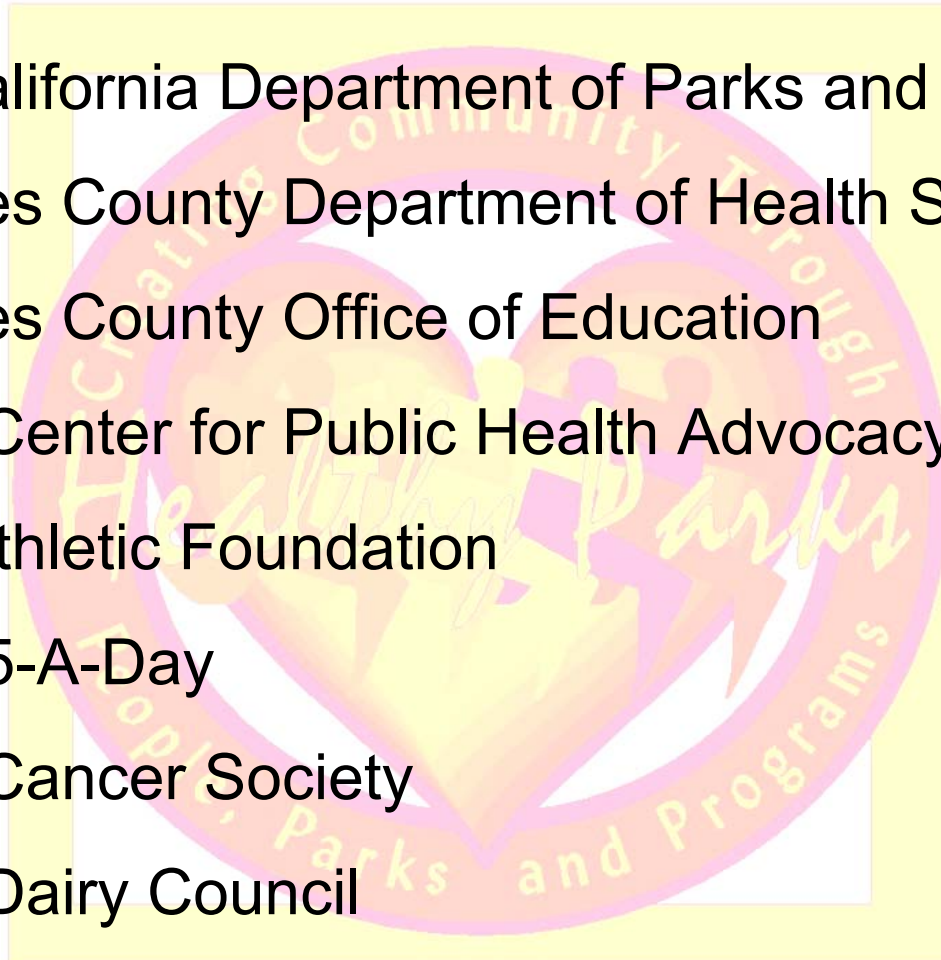
- Partnering Principles Workgroup
  - Developed the Principles of Family Support Practices (Principals for Partnership) to guide the delivery of health and human services to children and families in Los Angeles County
  - Serve as a benchmark on how the County's health and human services system and its community partners will interact with families and communities to achieve the Five Outcomes for children and families
  - Healthy Parks operational principals include:
    - **County departments and community-based organizations work to increase a family's capacity to meet its needs within networks of peer relationships**
    - **County departments and community-based organizations work to increase a community's capacity to act on its own behalf**

# Collaborations

- Park Summit of Los Angeles County
  - 88 cities invited including other organizations
  - Discuss issues relevant to the Los Angeles community
  - Director's Round Table
    - Producing MOU "Creating Community..." (2003)
    - Advocating for Healthier Communities (2004)
    - Partners in change, speaking the same language
    - Parks are the focal points in communities and therefore the natural change agent

# Partnering with Existing Networks

- National Recreation and Park Association
- State of California Department of Parks and Recreation
- Los Angeles County Department of Health Services
- Los Angeles County Office of Education
- California Center for Public Health Advocacy
- Amateur Athletic Foundation
- California 5-A-Day
- American Cancer Society
- California Dairy Council
- RopeSports, and many more!



# Investing in our Future

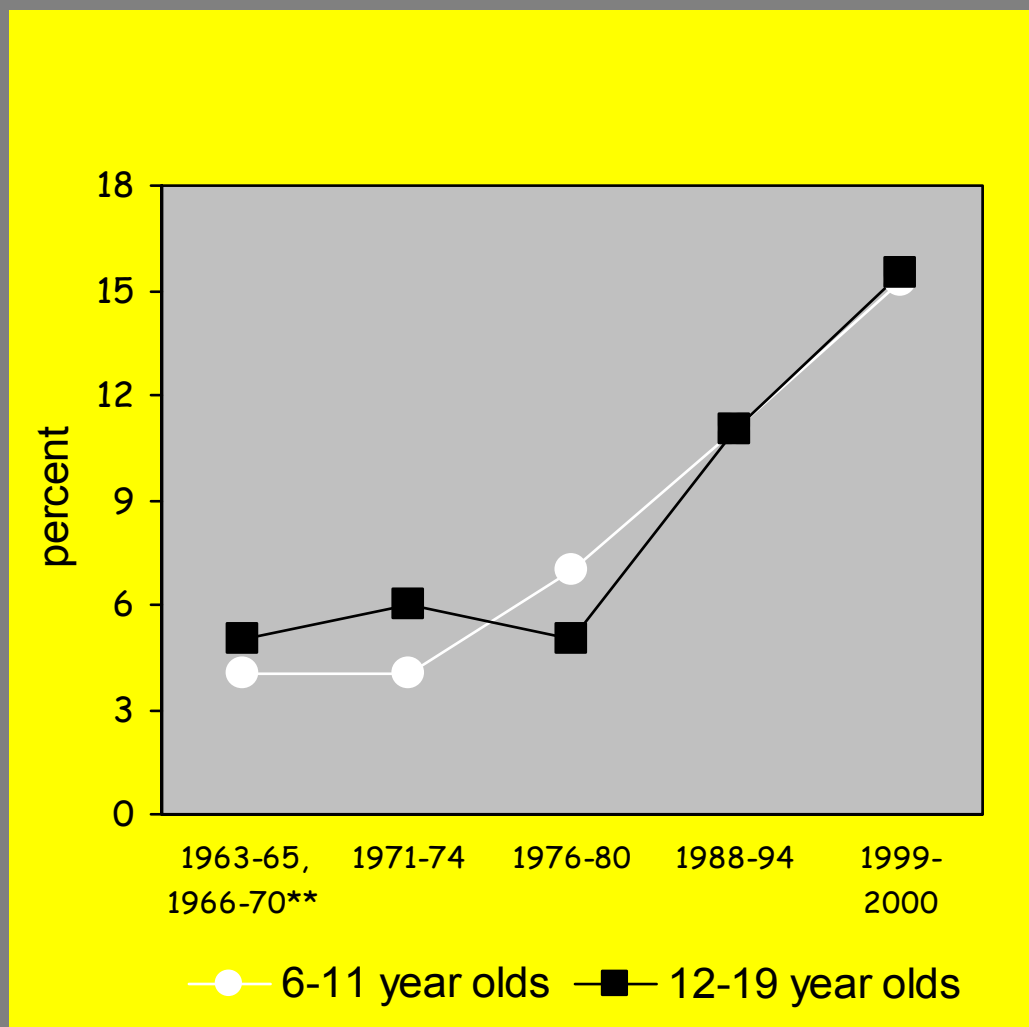
**“We’ve got kids who not only can spell myocardial infarction but will also have one by their 30th birthday.”**

**Rick Reilly, Sports Illustrated**

In Case You Didn't Know...

1 of 2 adults is overweight or obese  
54% of adults are not regularly active; 25% are not active at all.  
Kids spend 4 hrs day w/TV!  
35% of HS students are not physically active  
1 in 3 kids born in 2000 will contract type 2 diabetes.  
33% of all children are unfit  
28.6% of African American children are overweight  
\$14.2 billion spent yearly on obesity-related cost in California.

# Obesity in Children

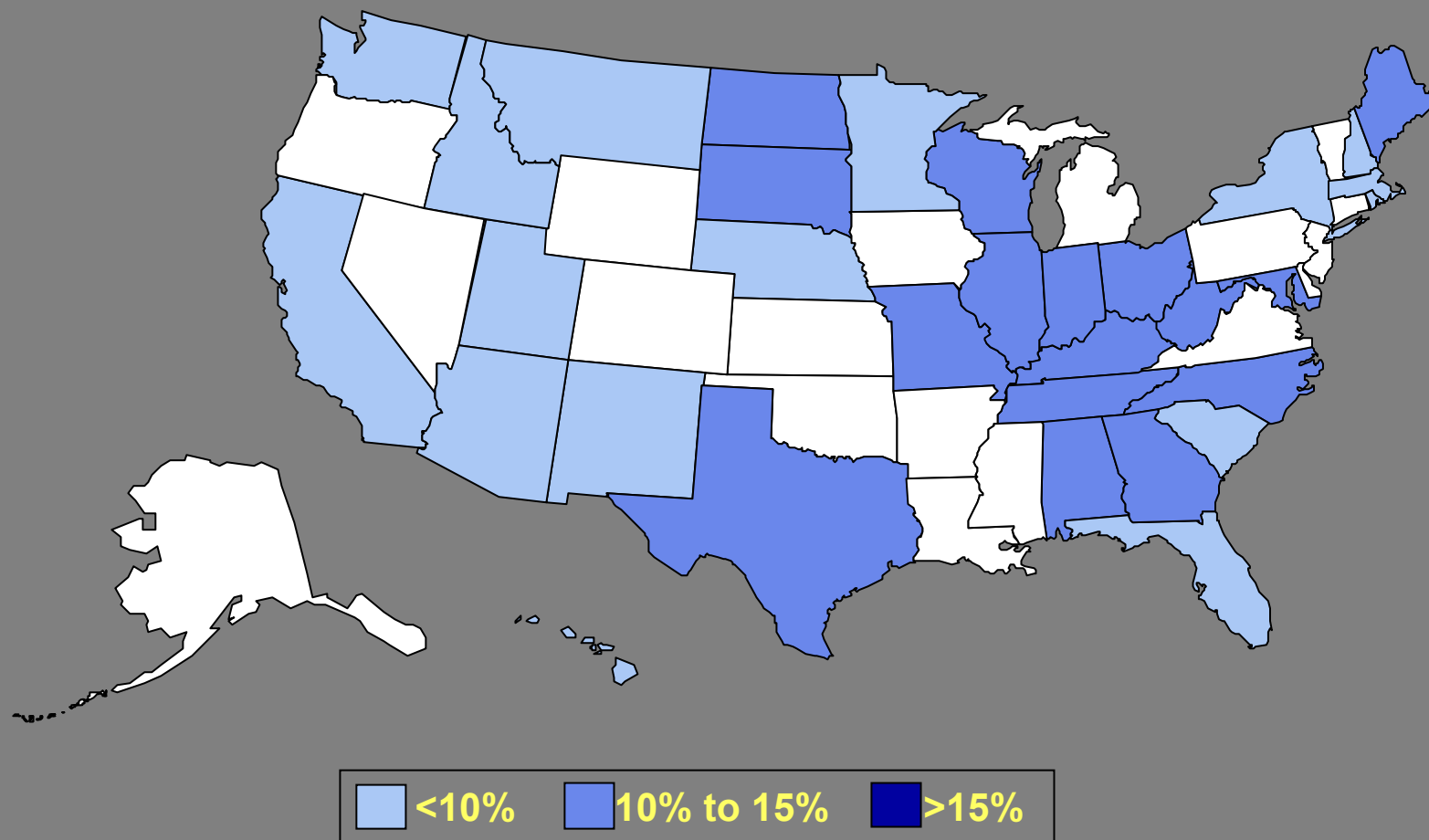


\*Obese is defined by the 95<sup>th</sup> percentile of the sex-specific 2000 CDC BMI-for-age-growth charts.

\*\*Data for 1966-70 is for adolescents ages 12-17.

# Prevalence of Obesity\* Among U.S. Adults 1987

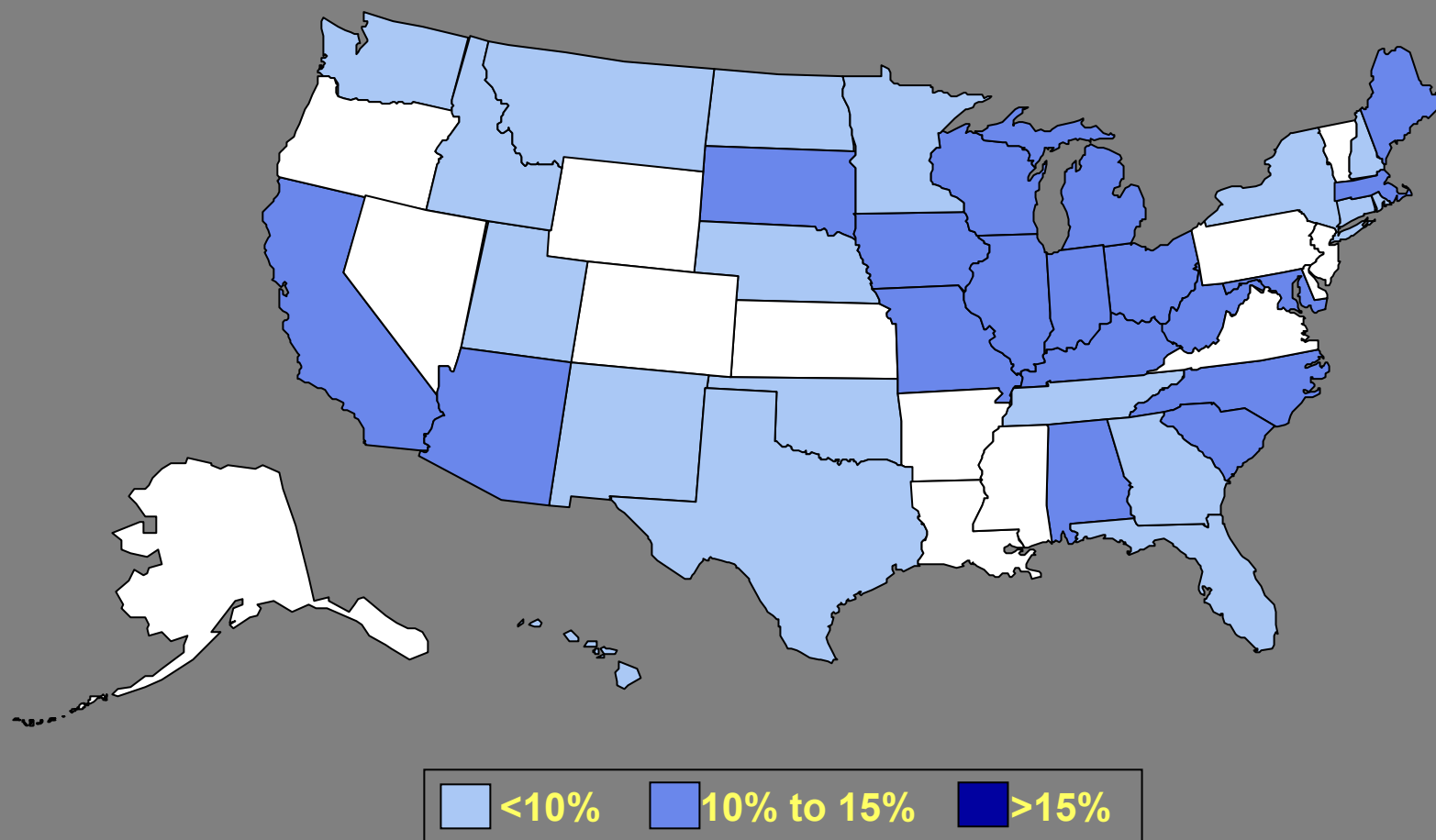
(\*Approximately 30 pounds overweight)





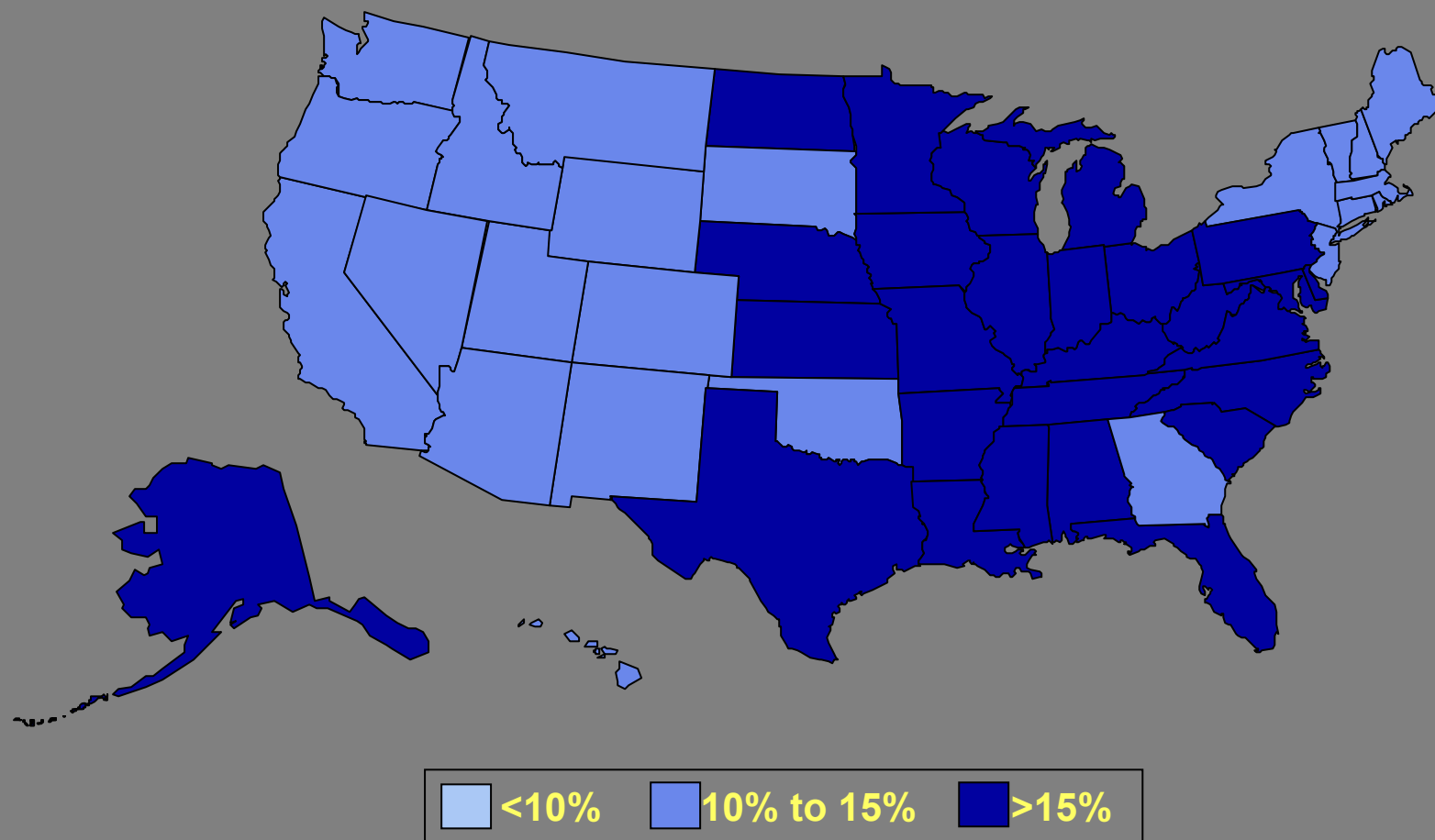
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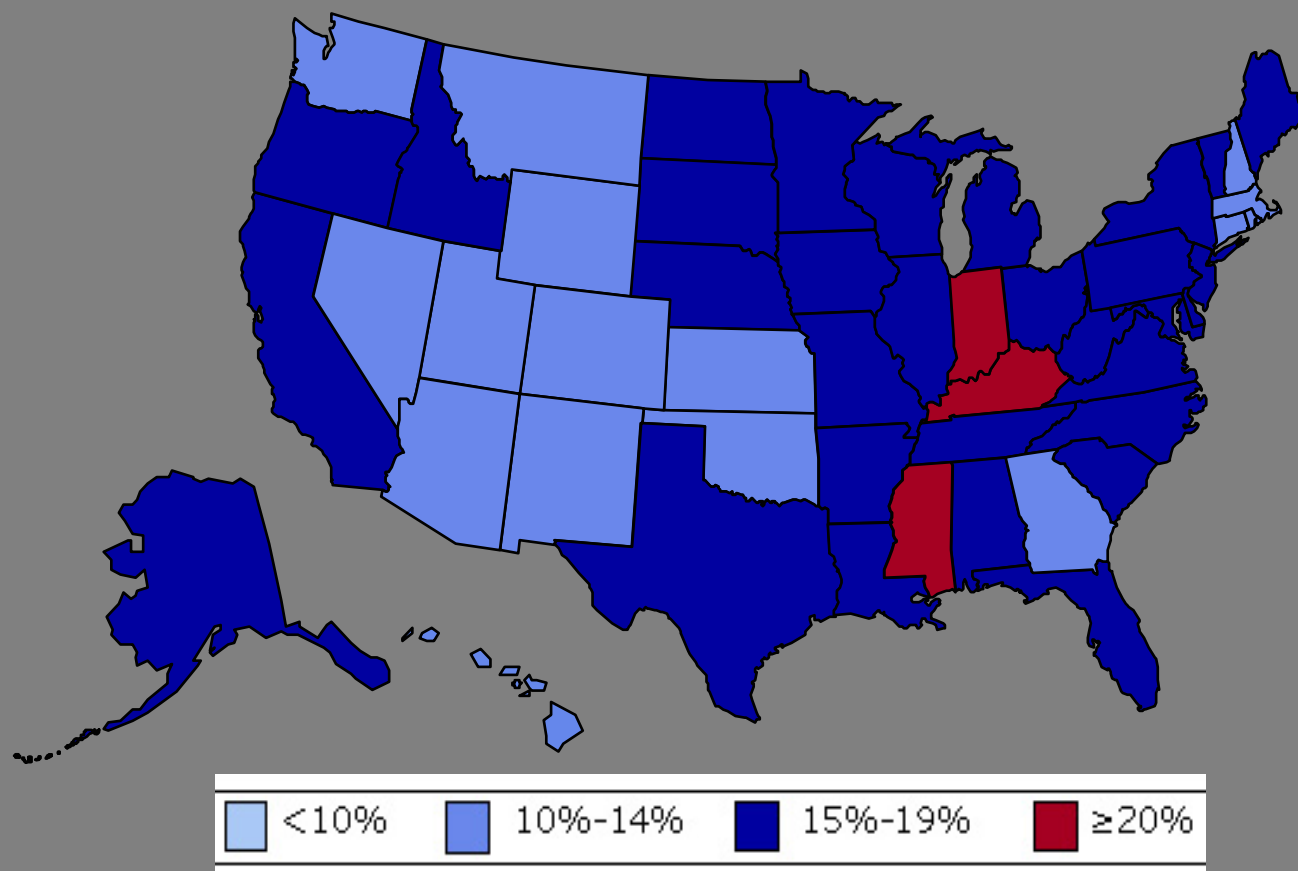
# Prevalence of Obesity\* Among U.S. Adults 1995

(\*Approximately 30 pounds overweight)



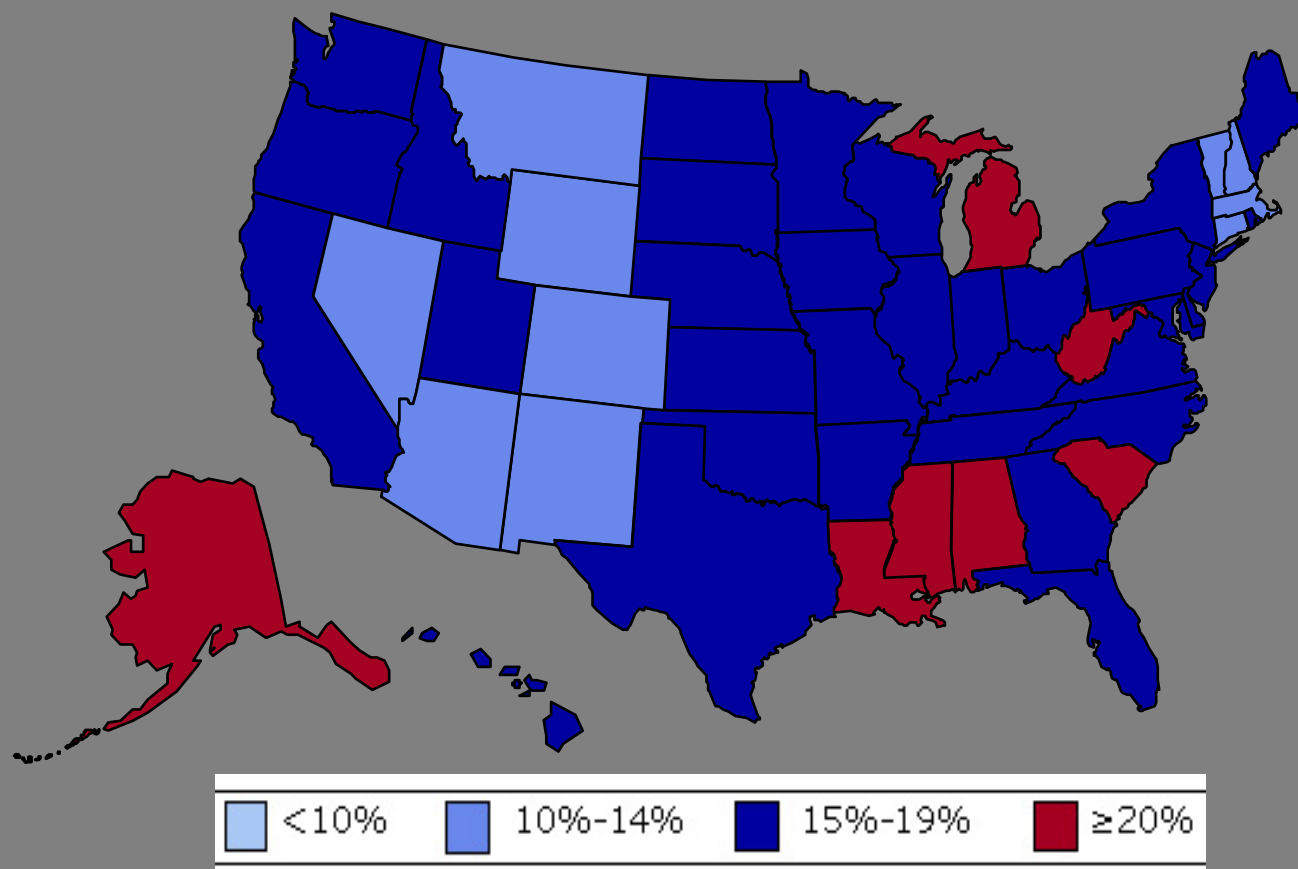


# Obesity Trends\* Among U.S. Adults 1997



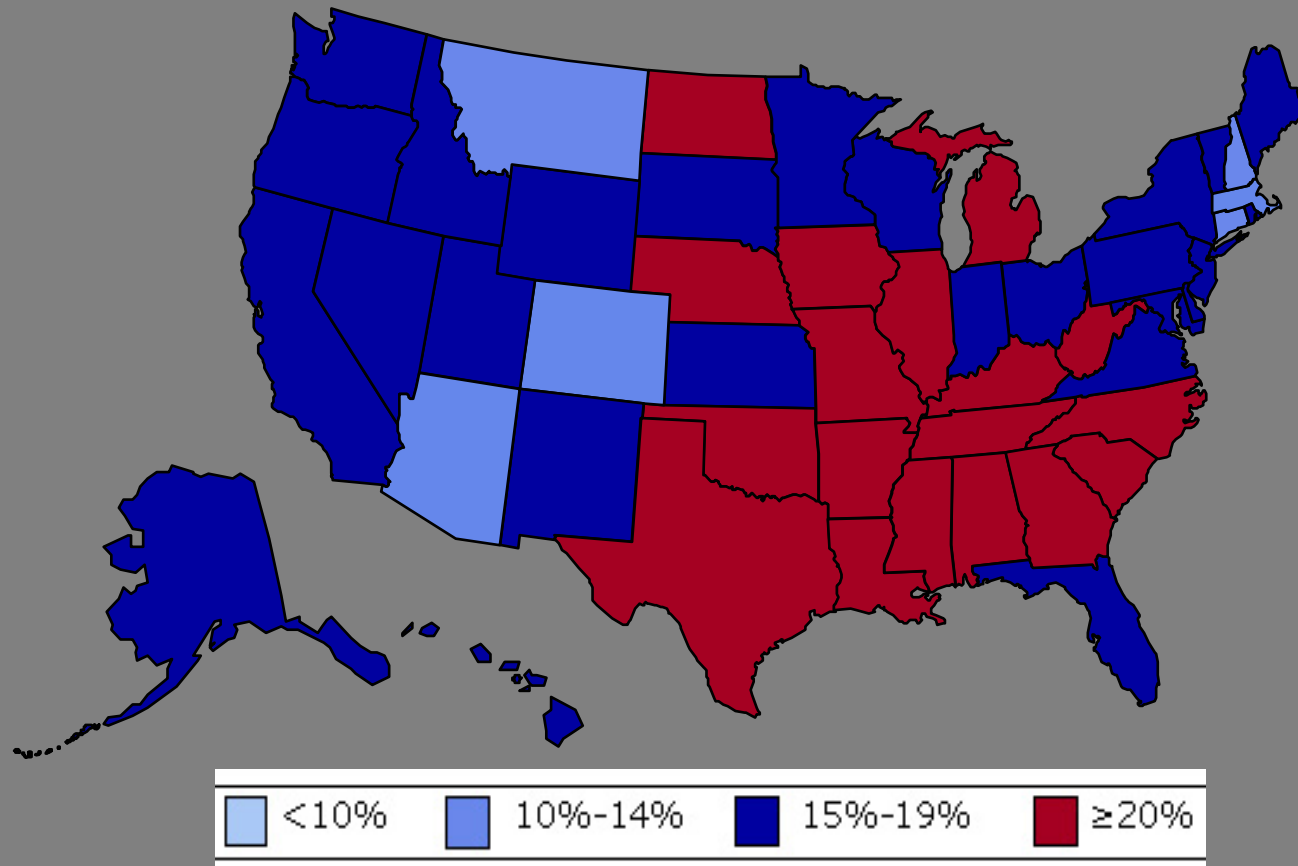
Source: Mokdad A H, et al. *J Am Med Assoc* 1999;282:16, 2001;286:10.

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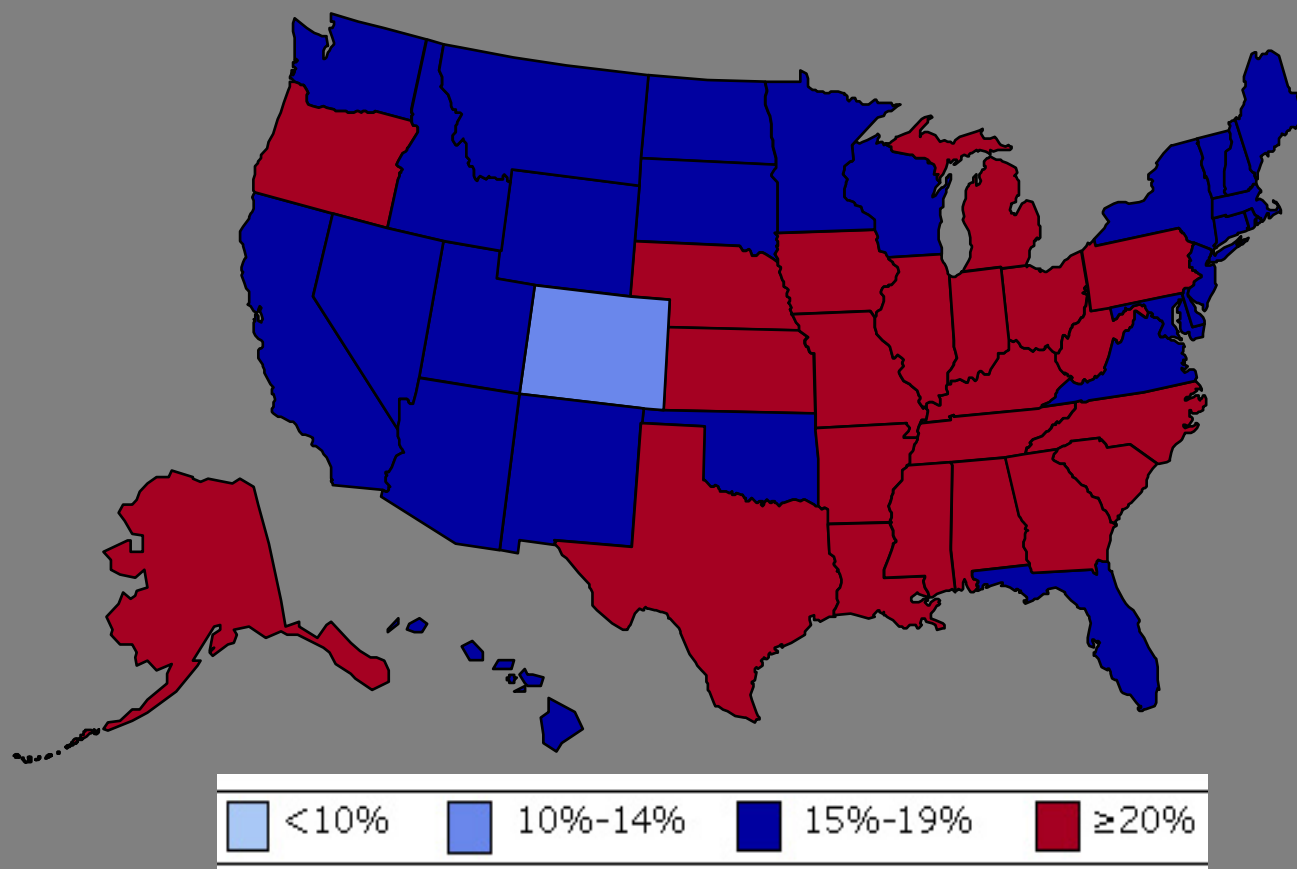
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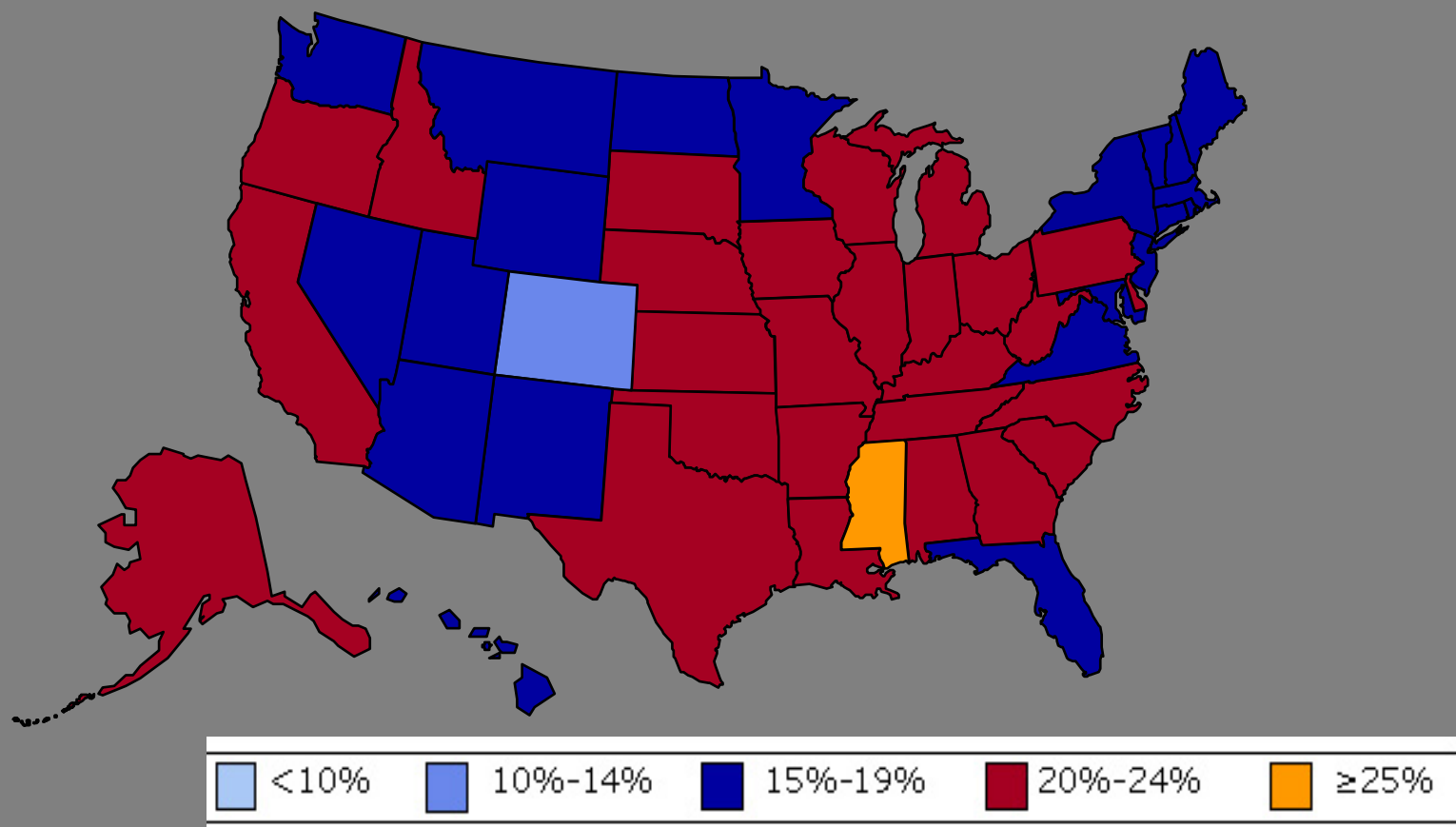


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Where we play...



33% of all children are unfit...

higher health care costs



Where we play...



28.6% of African American children are overweight...

high rate of type 2 Diabetes





Where we play...



Lack of physical activity and  
healthy nutrition...

high rate of heart disease and cancer



Seeing a fit and healthy  
child in our parks?

**PRICELESS!!**



# Healthy Parks Media Event

- March 26, 2004
- Los Angeles Memorial Coliseum



# Investing in our Future

Department of Health Services,  
Collaborative Partner...

- “We have found the weapons of mass destruction and they are poor nutrition, lack of physical activity, tobacco... Our job is to support people so that they can overcome these obstacles...our parks are for our families...”





# Motivate others...



**“Let’s get the kids jumping!”**



**It takes us all working together, in partnership...**



# Motivational Speakers...

- Gail Devers: “It is your choice to lead a healthy life and choose the best quality of life...”
- “Focus on respect, commitment, and excellence and choose a healthy lifestyle...”



# Los Angeles County Department of Parks and Recreation Director, Tim Gallagher: The Message...

- We will reduce obesity
- We will lead the fight
- We will partner
- Every park program will include a physical fitness and/or nutrition component
- Require concessionaires to include healthy choices
- Encourage Little Leagues, etc., to do the same





# Partnerships

Kaiser Permanente

LA Galaxy Soccer

LA Clipper Spirit

Mariana Juarez, Champion Boxer

Anita DeFrantz, President, AAF

LACO County Police Chief York

Franco Carlotto, Executive Director, Fitness for Kids

Tony Plana, Director, East LA Classic Theater

Sherryce Robinson, American Cancer Society

Marvin Espinoza, Director, Southern California 5-A-Day

Dr. Jonathan Fielding, LACO Dept. of Health Services

Kyle Sullivan, Actor

Giovannie Samuels, Actor

Lisa Folie, Actor

Erica O'Keith, Actor



# Partnerships

LACO Supervisor Zev Yaroslavsky

LACO Supervisor Yvonne Brathwaite Burke (Deputy, Doris LaCour)

Senator Richard Alarcon

Representative Gregorio Daniel of Assemblywoman Judy Chu's Office

Representative Mark Young of Assemblywoman Carol Lu's Office

Assemblymen Paul Koretz (West Hollywood) and Jerome Horton

Mayor Richard Bloom, (Santa Monica)

Assemblyman Ed Chavez, (San Gabriel Valley)

Assemblyman Mark Ridley-Thomas

City of La Puente Councilmember Rene Chavez

City of Baldwin Park Councilmember Marlen Garcia

# Next Steps

- Connect with the neighborhood; create a Healthy Parks Community Board
- Use “Performance Counts” framework for all park programs
- Develop knowing circles/support groups to help develop/support new programs at parks
- Increase community access to parks and increase patron’s sense of safety/security
- Actively support healthy lifestyle choices
- Increase our knowledge of our diverse communities and their varied cultures
- Identify funding opportunities and collaborate with partners, relay information to community
- Identify opportunities that increase patron’s ability to act on their own behalf

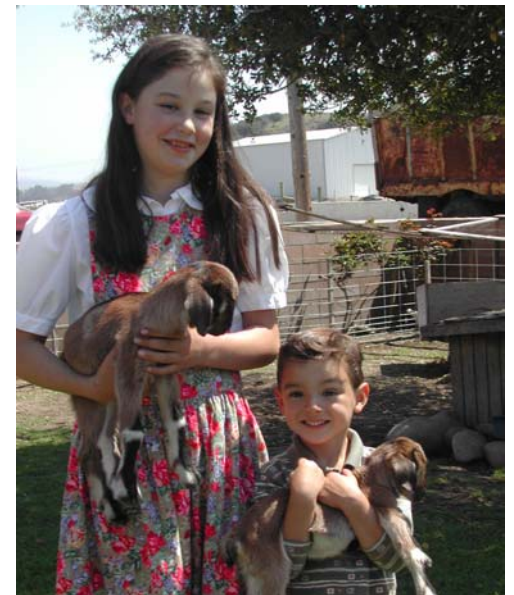
# Challenges...

- ✓ Performance Counts Framework
- ✓ Additional work for staff
- ✓ Relaying information, data gathering and data sharing
- ✓ Training, fiscal responsibility
- ✓ It's not about you
- ✓ Speak in one voice

## Became opportunities...

- ✓ Increased benefits to staff; collaboration results in less work
- ✓ Partners support training and data collection
- ✓ It's about social change, not individual change
- ✓ Program and philosophy embraced by department





“Never doubt that a small group of thoughtful  
committed citizens can change the world;  
indeed, it's the only thing that ever has.”

– Margaret Mead



Healthy Parks (213) 738-2751 or [healthyparks@co.la.ca.us](mailto:healthyparks@co.la.ca.us)